

WHAT IS CLAIMED IS:

1. A commodity sales mediation system for presenting commodity information, comprising:

5 a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored; and

a commodity sales mediation apparatus comprising non-contact information reading means for reading the  
10 purchased commodity information stored in said non-contact information transfer medium in a non-contact fashion when said non-contact information transfer medium reaches a predetermined region and commodity information output means for outputting commodity information selected based  
15 on the purchased commodity information read by said non-contact information reading means.

2. A commodity sales mediation system according to claim 1, wherein said commodity information output means  
20 outputs the presented commodity information through electric communication means.

3. A commodity sales mediation system according to claim 1, wherein the purchased commodity information is  
25 information written to said non-contact information transfer medium in the non-contact fashion.

4. A commodity sales mediation apparatus for presenting commodity information, comprising:

non-contact information reading means for reading, when a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored, reaches a predetermined region, the purchased commodity information being stored in said non-contact information transfer medium in a non-contact fashion; and

commodity information output means for outputting commodity information selected based on the purchased commodity information read by said non-contact information reading means.

5. A commodity sales mediation apparatus according to claim 4, wherein said commodity information output means outputs the presented commodity information through electric communication means.

6. A commodity sales mediation method for presenting commodity information, comprising the steps of:

storing the purchased commodity information of a commodity purchased by a user in a non-contact information transfer medium;

reading the purchased commodity information stored in said non-contact information transfer medium when said non-contact information transfer medium reaches a

predetermined region; and

outputting commodity information selected based on the purchased commodity information having been read.

7. A commodity sales mediation method according to claim 6, wherein the commodity information is information presented through electric communication means.

8. A recording medium capable of being read by a computer, wherein the recording medium stores a program for causing the computer to execute a function for reading, when a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored, reaches a predetermined region, the purchased commodity information stored in said non-contact information transfer medium in a non-contact fashion and outputting commodity information selected based on the purchased commodity information having been read.

9. A recording medium according to claim 8, wherein the commodity information is information presented through electric communication means.